Sorority Recruitment Marketing is an effective way to promote all aspects of Sorority Life including academics, service and leadership. The marketing plan includes various media outlets, including print, electronic and personal contact to provide the most effective avenue to reach all potential members.

Panhellenic Council regularly plans publicity and events to provide interaction between current Sorority members and potential members.

- Posting Sorority Recruitment PR around campus
- Placing ads in the Drury Mirror
- Encouraging current members to promote Sorority Recruitment to classmates by word of mouth
- Planning regular activities to attract potential members
- Encouraging chapters to invite potential members to current chapter activities

There are many ways to reach potential members through publicity and personal interaction. Panhellenic Council can find the most effective avenue to reach the members you want to have in involved in Sorority Life.

MARKETING TIMELINE
The marketing timeline provides a basic overview of available marketing and when Panhellenic Council and chapter members most effectively use the marketing to promote Sorority Life Recruitment.

- **FEBRUARY/MARCH:** Review printed materials for recruitment marketing from previous year to make updates for current year. Council officers work with chapter officers and members for new quotes and updated information and pictures to ensure accuracy.
- **APRIL:** Panhellenic council officers collect updates from chapter members and submit information to Greek Advisor. Brochures are updated and printed through the Greek Life office to ensure consistency and accuracy.
- **MAY:** Panhellenic Officers and current members send first round of “Welcome to Drury” contacts to all incoming female students from updated student spreadsheet (from Administrative Computing). List is equally divided per council officer and per chapter member.
- **JUNE:** Greek Advisor/Admissions sends “Welcome & Get Involved in Greek Life” email to all incoming Drury students. During First-Year Registration Day, current members distribute printed materials to interested students including, chapter information brochures, chapter program brochures, recruitment event schedule and sorority basic requirement brochures. Members also provide personal contact throughout First-Year Registration Day events at the suite tours and Greek Life information table.
- **JULY:** Panhellenic Officers and current members send second round of “Welcome to Drury” contacts to all incoming female students from updated student spreadsheet (from Administrative Computing). List is equally divided per council officer and per chapter member.
- **AUGUST:** “Join Greek Life!” email announcements are sent through the Greek Life Office, frequency increases as recruitment dates approach. During First-Year Orientation, current members distribute printed materials to interested students including, chapter information brochures, chapter program brochures, recruitment event schedule and sorority basic requirement brochures. Members also provide personal contact throughout First-Year Orientation events at Greek Life orientation events and activities.
- **SEPTEMBER:** Before recruitment begins, current members distribute printed materials to interested students including, chapter information brochures, chapter program brochures, recruitment event schedule and sorority basic requirement brochures. During Recruitment, Recruitment Counselors and teams distribute printed materials to women participating in recruitment including Sorority Information Pack (includes chapter information brochures, common questions, participation standards, PNM rights, questions to ask, recruitment advice, and recruitment vocabulary), Event Schedule, and Sorority Life Basic Requirements.
RECRUITMENT MARKETING:
EVENTS ATTENDANCE & PARTICIPATION
Greek students can significantly enhance their interaction and contact with new students by positively participating in FYE Orientation events and activities. FYE Registration Day & Orientation are crucial times for current Greek students to reach new students and spark interest in Greek life.

During these key times, Greek students should be visible in the Drury community and open to meeting incoming first-year students who show interest in Sorority or Fraternity involvement.

FYE EVENT HELPER INFORMATION
FYE Event helpers should follow these standard practices:
- **UPHOLD ALL RULES:** You have been chosen as a representative of your chapter and Drury Greek Life. Please be considerate and professional for the entire day.
- **TAKE THE INITIATIVE:** It is your responsibility to make the effort to get to know the new students. Go out of your way to meet them, talk to them and get to know them. Find things to talk about and work through the uncomfortable silences, they’ll eventually go away. Remember, you could be speaking with a future new member of your chapter, they will remember the conversation and appreciate the effort.
- **REMEMBER NEW STUDENT NAMES:** Taking the time to remember the names of new students forms an important first connection with the student. They’ll remember your efforts and may consider joining your chapter.
- **BE YOURSELF (YOUR HAPPY SELF):** The new students are nervous because they really want to make a good impression with everyone. If you are happy and naturally yourself, it will put them at ease and help them to get the most out of their entire experience.
- **SUPPORT ALL CHAPTERS:** In the end, each new student will choose the chapter that is best for them. You are here to help them see that they would be a good addition to Drury Greek Life, and although you are allowed to speak about your chapter and your experiences, remember, you have been invited to this event by IFC/Panhellenic officers because we need you to promote Greek Life.
- **TAKE THIS SERIOUSLY:** If you see something that needs to be done, do it. If you are asked to do something, do it. If you do something, do it right the first time.

FRESHMAN FIRST DAY GREEK LIFE OFFICE ASSISTANCE
Greek Life Office is committed to assisting chapters in recruiting and retaining new members. Listed below are a few of the benefits provided for Greek chapters during Drury FFD:
- **HANDBOUTS & PRIZES:** The Greek Life Office provides handouts and prizes to new students that are interested in Greek Life.
- **PUBLICITY:** The Greek Life Office coordinates and distributes multiple publicity announcements to new students regarding involvement in Greek Life during Registration Day activities.
- **INFORMATION & COMMUNICATION:** The Greek Life Office provides regular communication and information to all new students regarding Greek chapters.

REGISTRATION DAY STUDENT AFFAIRS PRESENTATION FOR FAMILIES
Each year during Registration Day, the Director of Greek Life participates in the Student Affairs Presentation for Families. During the presentation, families are directed to review information in the Greek Life Information Pack, including:
- **GENERAL GREEK LIFE BROCHURE:** Parents are provided with special Greek Life marketing designed to help them support their new student at Drury in their decision to participate in Greek Life Recruitment. Parent marketing includes current basic recruitment and Greek Life information, common questions & answers, and contacts.
- **INFORMATION TABLE ANNOUNCEMENT:** Greek Life has an information table available at the information fair during registration day. Basic Greek Life marketing and information is available at this table. New students are all encouraged to visit this table for more information about Greek Life recruitment.
- **HOUSE & SUITE TOURS ANNOUNCEMENT:** Greek Life promotes the available House & Suite tours available during Registration Day. Each student is encouraged to visit all houses/suites to meet members and learn more about the chapter.
- **CONTACT CARDS:** Contact cards are provided to each family and new students are encouraged to participate in Greek related activities during the day. The contact cards are placed in chapter and council visit areas, at the Greek Life information table.
- **CONTEST & PRIZE CARDS:** Contest and prize cards are used to encourage new students to visit each of the fraternity houses or sorority suites. Each student that submits their contest card to a chapter or IFC/Panhellenic is eligible to be registered for one of the prizes listed on the card. Each year 10-15 prizes are given away.
- **SPECIAL GIFTS:** If a new student visits all houses/suites, they are eligible to receive a special gift at the Greek Life information or the IFC/Panhellenic station in the Quad or Sorority Building. A limited amount of these special gifts are available and distributed on a first-come, first-serve basis.

REGISTRATION DAY PRESENTATION SUPPLY LIST

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DRURY UNIVERSITY SORORITY LIFE | 900 N. BENTON AVE., FSC 124 | SPRINGFIELD, MO 65802
(417) 873-6854 | www.drury.edu/greeklife | panhellenic@drury.edu
The Greek Life Staff distributes the Registration Day Presentation supplies to parents and families of new students. Supplies are:

- Student Affairs Presentation Word Tract
- Get Involved Information packs
  - General Greek Life Brochure
  - Greek Life Contact/Sweet Prize Card
  - SO PRO: Parent Brochure
  - SO Interest/Sweet Prize Card
  - Candy, Post-Its/Pens

**REGISTRATION DAY HOUSE & SUITE TOURS**

Chapters are open for Fraternity House & Sorority Suite tours during Registration Day events. These are listed as optional events on the new student registration day schedule. Each chapter should plan to be available during the entire time listed for tours of their facility.

During the tour, chapter members are encouraged to speak with new students about the unique qualities of their chapter, answer parent questions and provide information about participating in Greek Life recruitment.

During a house/suite tour, it’s recommended to mention:
- Philanthropy causes supported by the chapter and activities that members participate in to increase involvement
- Regular events and activities hosted by the chapter
- Basic Academic, Financial and Time Requirements

**REGISTRATION DAY HOUSE & SUITE TOURS SUPPLY LIST**

Greek student representatives in the Houses & Suites provide marketing and information to interested students. Supplies are:

- HELPERS: 3-4 members per chapter in House/Suite
- HELPERS: 1-2 members per chapter at council station
- HELPERS: 1-2 members per chapter as travel guides
- Special Contest & Give-away signs
- Sweet Prizes student sign in sheet
- Greek Life Chapter Brochures
- Greek Life Program Brochures
- Go Greek stickers (5-10 per chapter)

**REGISTRATION DAY INFORMATION TABLE**

Greek Life is represented at the Information Fair during Registration Day. This is listed as an optional event on the new student registration day schedule. Chapter members should plan to be available during the entire time of the information fair.

At the information fair, chapter members are encouraged to speak with new students about the benefits of joining Greek Life, answer parent questions and provide information about participating in Greek Life recruitment.

**REGISTRATION DAY INFORMATION TABLE SUPPLY LIST**

Greek student representatives at the Information table provide marketing and information to interested students. Supplies are:

- HELPER: 1 member per chapter
- Special Contest & Give-away signs
- Bowl of Candy, Candy
- Go Greek Stickers (1 roll)
- Greek Life giveaways
- Greek Life Display Board (Blue Bag)
  - Greek Life Recruiting Backboard
  - Greek Life Program Brochures
  - Greek Life Chapter Brochures
  - Tablecloth

**FYE ORIENTATION MOVE-IN DAY**

Greek students are traditionally provided with the opportunity to meet and assist new students on move-in day by acting as move-in helpers.
On the morning of first-year move-in day, Greek students assemble for a short meeting with the Greek Advisor and the Director of the First Year Experience. After the meeting, students will disperse and assist the arriving first-year students with unloading their cars and moving items into their residence hall room.

While moving students in, sorority or fraternity members are encouraged mention their Greek involvement with enthusiasm and suggest formal recruitment participation to each first-year student. Greek students are to promote Greek Life as a whole and not focus on individual chapters.

**FYE ORIENTATION MOVE-IN DAY SUPPLY LIST**
Greek students participating in FYE Orientation move-in day provide marketing and information to interested students while assisting them to move-in. Supplies are:
- **HELPERS:** 6-8 members per chapter per residence hall
- Chapter Helper Sign-in Sheet
- Go Greek stickers (1 roll)
- Greek Life Plugger Cards

**FYE ORIENTATION GREEK LIFE-SPONSORED EVENT**
The Greek Life Office, Panhellenic Council and IFC regularly co-sponsor an event during FYE orientation for first-year students. These events range from Movie Nights, Game Days and social exchanges. All Greek students are invited to the Greek-sponsored orientation events.

**FYE ORIENTATION GREEK LIFE-SPONSORED SUPPLY LIST**
Greek student attending the Greek Life-sponsored FYE Orientation event provide marketing and information to interested students while assisting them to move-in. Supplies are:
- Chapter Helper Sign-in Sheet
- Go Greek stickers (1 roll)
- Greek Life Plugger Cards

**FYE ORIENTATION GREEK STUDENT ATTENDANCE**
Sorority members are encouraged to attend all orientation events as designated by Panhellenic council. Panhellenic Council and the Panhellenic Advisor review the current Orientation schedule and decide which events are realistic and beneficial for Greek students to attend and provide participation numbers to each chapter to ensure equality in attendance and representation.

When participating in FYE Orientation events, sorority or fraternity members are encouraged mention their Greek involvement with enthusiasm and suggest formal recruitment participation to each first-year student. Greek students are to promote Greek Life as a whole and not focus on individual chapters.

**FYE ORIENTATION EVENT SUPPLY LIST**
Greek student attending FYE Orientation events provide marketing and information to interested students. Supplies are:
- Go Greek stickers (1 per chapter member)
- Greek Life Plugger Cards
RECRUITMENT MARKETING: ELECTRONIC

Some recruitment marketing is sent via electronic sources such as email or Facebook. This marketing is designed to provide direct links to the Drury University Sorority Life Recruitment website and encourage potential members to register for and participate in recruitment.

- **LETTERS FROM CURRENT MEMBERS**: Current members are provided with new student contact information from spreadsheets queried from Administrating computing. These spreadsheets contain: Full name, address, email, phone and High School. Current students are encouraged to write personal letters to welcome new students to Drury and provide them with more information about Sorority Life Recruitment. The Sorority Life Recruitment Welcome to Drury Letter: Chapter Members provides ideas for letter content. These letters are traditionally sent in May and July.

- **LETTER FROM GREEK ADVISOR** (COORDINATED THROUGH ADMISSIONS OFFICE): The admissions office sends a trackable message via email to all newly admitted students. The letter is written by the Greek Advisor and contains information about Fraternity and Sorority Life Recruitment, including event dates and links to the recruitment websites. The Sorority Life Recruitment Welcome to Drury Letter: Greek Advisor provides ideas for letter content. These letters are traditionally sent in June, two weeks before First-Year Registration Day. Two weeks after the letter is sent, the Admissions Office sends a tracked results page to the Greek Advisor regarding the success rate of the email.

- **“JOIN GREEK LIFE!” EMAIL ANNOUNCEMENTS**: The Greek Life Office sends multiple emails to all students through the Drury server to encourage recruitment participation. Each email contains information for Fraternity and Sorority Life Recruitment, including dates, how to get involved and links to the recruitment websites.

PANHELLENIC E-LETTERS TO PNMS

All incoming female first-year students contact information is provided to Panhellenic council officers each spring semester and summer. The spreadsheet is divided equally and each Panhellenic officer coordinates contacting new students to welcome them to Drury and encourage them to participate in Greek Life.

**CONTACTING PNMS**

Draft a welcome/sorority information contact. To effectively draft contact letters, think about what you’d wanted to know about Sorority Life before you started Drury? Letters should contain information about general sorority life, and can include basics about yourself and recruitment, your contact information, general information about the university, etc.

1. **CONTACT EACH PNM INDIVIDUALLY.** Copying the general message in each contact is acceptable, but spend the few extra minutes to email and address each person individually, this will make them feel like they are getting more personal attention. Be sure to check spelling of name!

2. **MAKE CONTACT MAY 15 TO JUNE 15.** Don’t wait until the last minute to send all email messages; send a few each day to make the project seem more manageable. And remember Sorority Life Recruitment Online Registration opens June 1.

3. **INFORMATION TO INCLUDE:** “Want to join a sorority or need more information, check out [www.drury.edu/joinsorority](http://www.drury.edu/joinsorority) for everything you need to know! Registration opens June 1.”

4. **MAKE THE CONTACT FUN!**

Juniors Panhellenic Officers are allowed to list chapter affiliation. Senior Panhellenic Officers are not allowed to list chapter affiliation.

**CONTACT RESPONSIBILITIES**

- 1/4 Senior Delta Delta Delta, Junior Pi Beta Phi
- 2/4 Senior Pi Beta Phi, Junior Kappa Delta
- 3/4 Senior Kappa Delta, Junior Zeta Tau Alpha
- 4/4 Senior Zeta Tau Alpha, Junior Delta Delta Delta

Please take this task VERY SERIOUSLY, the first few contacts are very important, because they set the stage for future information and building relationships.
RECRUITMENT MARKETING: PERSONAL CONTACT

Personal contact is the most effective means for communicating with potential new members. New members are the key to growth in any Sorority chapter and by learning basic essentials for recruiting the potential new members you want, you will continue to ensure the membership success of the Drury Sorority community.

A potential member is defined as any woman who is not currently a sorority member (initiated or new) on Drury’s campus and has not been initiated into any other NPC group. A potential member shall not be, or ever have been, an initiated member of a NPC group.

Chapter members should recognize that ANY time is the right time to find new members or help potential members experience the positive benefits your group offers. This provides potential members and current group members a chance to meet and become familiar with each other. There many key opportunities for current chapter members to meet potential new members, including:

- **ORIENTATION LEADERS:** Greek Orientation Leaders have daily interaction with new students as they transition into the Drury community during Orientation events and activities.
- **RESIDENT/COMMUNITY ASSISTANT:** Greek RA/CAs have regular interaction with new students as they transition into the Drury community during their residence hall experience.
- **PANHELLENIC RECRUITMENT TEAM:** PRT members are sorority members trained to provide basics about Sorority Life and Recruitment. They attend Orientation events and communicate with interested students until recruitment.

PLAN TO RECRUIT NEW MEMBERS

Planning is the most important part of your recruitment process. With a good plan, you can get everything done that you need to, find the right people to get involved, and make a difference in your organizations membership numbers.

- **SELECT RECRUITMENT CHAIR AND COMMITTEE:** Organizing recruitment planning is a good idea because it distributes the workload; however, one person should be ultimately responsible for the planning, goal setting and organization.
- **SET A RECRUITMENT GOAL:** It should include the total number of new members you want to attract, the number of potential members each current member is responsible for contacting, and a timeline complete with a list of who is responsible for what.

BRAINSTORMING TO FIND NEW MEMBERS

Brainstorm with your members about where potential new members might be found, be sure to look in these locations:

- In your classes, the residence halls, or college park
- In lines (i.e. the Commons or CX)
- In the library or other academic buildings
- In the Quad or other social venues
- In other organizations, at campus events, sporting events, or playing intramurals
- At work (on campus or off-campus jobs)
- New members are everywhere that your current members are, keep your eyes open for the members you want

MEETING POTENTIAL NEW MEMBERS

Meeting potential new members is an essential step in Sorority Recruitment. It is important to make the acquaintance of as many potential new members as possible. As you’re meeting potential members, introduce yourself, act natural and keep the potential member invested in the conversation by asking them questions about themselves and listening to their responses.

When recruiting new members for Sorority Life, it is important to make the women feel as comfortable as possible. An effective way to accomplish this is to learn and remember potential member’s names as you meet them. When you see the potential new member later, use her name as often as possible.

- **MEETING PNMS:** When meeting a potential member, introduce yourself by saying: “Hi, my name is __________, what’s yours?”
- **INTRODUCING PNMS TO OTHERS:** To help you remember the potential member’s name, make sure to introduce her to members of other sororities: “This is my friend, [name], a member of [sorority name]. [Name], this is [PNM name]. She’s thinking about participating in sorority recruitment.”

RECRUITING POTENTIAL MEMBERS

New members will become your friends and many will become the new leaders of the chapter. It is important to follow the successful model for communication to ensure you will be able to effectively introduce the potential member to get involved with Drury Sorority Life at the right time and with the right information about how involvement in the chapter will benefit the potential member and the group.

- **MEET THEM:** When speaking to a potential member, say whatever you would say to potential new friends. Get to know them as an individual first.
- **BE THEIR FRIEND:** Making a new friend is an easy process that sometimes takes a little time. By spending time with the potential member, you are continuing to build the foundation for a friendship.
• **INTRODUCE THEM TO YOUR FRIENDS:** As you continue to get to know this person, ask questions to find out what their interests are so you can help them get to know others that have similar interests.

• **INTRODUCE THEM TO YOUR CHAPTER:** After you’ve had a chance to get to know the potential member, tell her highlights about your group—how it has helped its members.

• **ASK THEM TO JOIN:** New members want to know that they will be valued as members. Chapter members have the opportunity to personalize the experience for the potential member by encouraging them to participate in Sorority Recruitment. Potential new members can accept invitations to join a chapter through Sorority Recruitment.
RECRUITMENT MARKETING: PRINT
Sorority Life Recruitment print marketing is designed to provide supplemental information to electronic marketing and personal contact with chapter members. Print marketing is traditionally designed and printed through the Greek Life office, ensuring that a consistent brand image is used and that each chapter is equally represented. IFC/Panhellenic Officers collect content and update print marketing each semester.

**CHAPTER INFORMATION BROCHURES**
Chapter Brochures contain information about chapter basics, programs and personal testimonies from members. Each active chapter has a similar brochure template with unique information.

**Design Information:**
- Project completed in InDesign
- Two Pages (front/back)
- Printed with black/white ink
- Printed on white standard letter-size paper
- Available online in full color

**Chapter information brochures include:**
- Group picture
- Picture and welcome from Junior Panhellenic Officer
- Personal testimony from member
- Chapter purpose and mission
- Basic information: Greek letters, nickname, colors, flower, symbols, national philanthropy, local philanthropy, place/date founding, date founded at Drury

**Chapter information brochures include:**
- Picture and welcome from chapter president
- Contact information for chapter contact, sorority life recruitment contact and Panhellenic Advisor
- Personal testimony from new member
- New member experience information from new member educator
- Philanthropy & Service information from chapter philanthropy chair
- Academic information from chapter academic chair
- Sisterhood & Friendship information from chapter sisterhood chair
- Social event information from chapter social chair

**CHAPTER PROGRAM BROCHURES**
Program Brochures contain information about chapter programs and are divided by category. Each brochure contains general
information about Sorority Life or provides chapter specifics in a standard format.

Design Information:
- Project completed in InDesign
- Two Pages (front/back)
- Printed with black/white ink
- Printed on hot pink standard letter-size paper (all brochures)
- Cut in half to 4.25x11

Chapter Program Brochure Categories:
- Academic Achievement & Support
- Alumni Connections & Networking
- Community Service & Philanthropy
- Leadership Development & Experience
- New Membership Experience
- Safe Living & Accountability
- Social Events & Sisterhood Activities

FRONT VIEW (2 brochures)

RECRUITMENT PROGRAM BROCHURES
Recruitment Program Brochures contain information about Sorority Life Recruitment and chapter basics.

Design Information:
- Project completed in InDesign
- Two Pages (front/back)
- Printed with black/white ink
- Printed on hot green standard letter-size paper (sorority basic requirements)
- Printed on hot pink standard letter-size paper (event schedule)
- Printed on pale purple standard letter-size paper (all other brochures)
- Cut in half to 4.25x11

Chapter Program Brochure Categories:
- Sorority Life Event Schedule
- Sorority Life Basic Requirements
- Common Questions
- Participation Standards
- PNM Rights
- Questions to Ask
- Recruitment Advice
- Recruitment Vocabulary